

TO COMPLEMENT YOUR LIFESTYLE

*Summer
Collection*
'88



Benson & Hedges Quality Cigarettes[®] invites you to enjoy our new Summer '88 Collection. To complement your lifestyle, we have assembled many different styles of contemporary and unusual selections in recreation, entertainment and travel.

Every offering has been selected to appeal to the discriminating consumer who places a premium on quality at lower prices than offered elsewhere. Exclusivity of Benson & Hedges.

As a special introduction to the Summer Collection, we ask you to accept our \$5 Bonus Gift to use with your first order. So feel free to indulge yourself in the collection that makes quality a way of life...at remarkably affordable prices.

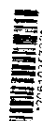
And, of course, Benson & Hedges Quality Cigarettes[®] offer you assurance your complete satisfaction with any item you order, or the full purchase price will be refunded.

All orders must include 2 proofs of purchase. See order form for details.

**Presented by
BENSON & HEDGES
CIGARETTES**

Ultra Lights: 6 mg "tar," 0.6 mg nicotine— Lights Box: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine—100's: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb.'85.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**



FRIDAYS ARE FREE AT HILTON CERTIFICATE

Fridays Are Free...when you spend Saturday night with us.
 Enjoy three days and two nights at one of more than 150 selected Hiltons for the price of Saturday night's accommodation at regular rates.
 Children stay free, regardless of age, when they occupy the same room as their parents. Reservations must be made in advance. Call 1-800-HILTONS and ask for the "Fridays Are Free With Benson & Hedges" program. Certificate must be presented at time of registration. Reservations are subject to Rainbow weekend availability.



BENSON & HEDGES
Quality Choices *Summer Collection '88*

(Please see reverse of certificate for important program details.)

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